

# Project Report

**PROSPER  
FORUM  
2024**

**Ritz  
Carrolton |  
Amelia  
Island, FL**

**JAALA JAMES**

**SOCIAL CONTENT  
ASSISTANT COORDINATOR  
& ASSISTANT TALENT  
MANAGER**

# Overview

Prosper Forum is the flagship program of the Prosper Company, **uniting top global executives and next-generation senior leaders in food service and hospitality to drive industry change**. The annual by-invitation event, held in August 2024, brought together **over 700 leaders from 200+ organizations to foster inclusivity and support a Better Table, Better Business, and a Better World**.



## Scope of work:

Green room  
talent  
management &  
hosting

Content  
production &  
social media  
content creation

**753 Attendees Registered**

**\$1T+ of the Foodservice  
and Hospitality Industry  
represented at C-suite  
Level**

**80% CEO/President/SVP or  
greater**

## Strategic Contributions

**Posts immediately go live each day of the event  
to capitalize on event "buzz"**

**Focus on group shots/content to utilize tagging  
and sharing capabilities**

## Key Metrics & Results

**75,000+**

LinkedIn Impressions

**8.64 %**

Engagement Rate

**25**

Social Posts

**23%**

Increase in Email  
Inquires

## Gallery

